A VISION THAT SETS HIGHER BENCHMARKS IN EDUCATION

"The main purpose of education should be to impart the culture of the heart - a culture based on spiritual values."

Our Vision

Our vision is to be an exemplary institution that thrives on its commitment to the transformative power of value based education, providing the impetus to develop the expansiveness to harmonize both scientific knowledge and spiritual understanding, so as to utilize knowledge for societal benefit and contribute to a prosperous and sustainable future for all.

"THERE ARE TWO TYPES OF EDUCATION - EDUCATION FOR A LIVING AND EDUCATION FOR LIFE"

- HER HOLINESS SRI MATA AMRITANANDAMAYI DEVI
Our Mission

Amma’s profound mission of providing education for life, and emphasis on compassion driven research, has shaped Amrita as a unique institution:

**EDUCATION FOR LIFE**

There are two types of education: education for living and education for life. Studying to become a professional is education for a living, while, education for life requires an understanding of the essential human values. At Amrita, we believe that education should also impart a culture of the heart, based on enduring values and inner strength. Amrita’s culture of education helps to inculcate in our students the right ethos to be rooted in the values of Dharma (righteousness), Karuna (compassion) and Shraddha (mindfulness). Endowed with qualities of acceptance, patience, self-confidence, perseverance and enthusiasm, the benefit of humanity will become uppermost in the students’ thoughts, words and actions. They will then pioneer innovative solutions for the benefit of all humankind, leading to sustainable health and prosperity for all. This resonates with the ancient Sanskrit prayer ‘Lokah Samastah Sukhino Bhavantu’. It is a reminder of our deeper connection to the entire world around us, “May our work contribute to the happiness of all beings.”

**COMPASSION DRIVEN RESEARCH**

Our motivation to pursue research is focused on alleviating major global problems related to poverty, starvation, sickness, environmental pollution and contamination. We believe that if we could transform compassion from a mere word into a path of action, we would be able to address most of the world’s problems. If we take this step courageously, then our research and its outcomes will have a special impact, spontaneity, and power. This has translated into many latest advancements and innovations that have culminated in greater societal benefit.

**GLOBAL IMPACT**

At Amrita, we stand united in our mission towards solving globally recognized scientific and societal challenges, including environment, development, and health. Amrita stands at the strategic juncture of two streams of cultures: East and West. It is our vision to bring the two together to bridge the divide through meaningful collaborations with world-class universities and innovative approaches that will benefit the entire planet.
Global Recognitions for AMMA

- Gandhi-King Award for Non-Violence at the UN Geneva, 2002
- Honorary Doctorate in Humane Letters
- The State University of New York, 2010

Amma’s Keynote Addresses at the United Nations

- UN 50th Anniversary, Interfaith Celebrations, 1995
- UN Millennium World Peace Summit, UN General Assembly, 2000
- UN Alliance of Civilizations, Shanghai, 2012
- UN’s Academic Impact Conference on Technology and Sustainable Development

Chancellor AMMA Awarded Honorary Doctorate

The State University of New York (SUNY) presented AMMA with an honorary doctorate in humane letters at a special ceremony held on May 25, 2010 at Lippes Concert Hall in Slee Hall on the University of Buffalo North Campus.

Amma received an honorary Doctorate of Letters (D.Litt. Honoris Causa) from the University of Mysore (U.O.M), the sixth eldest university in India.
Amrita Vishwa Vidyapeetham is a multi-campus, multi-disciplinary research academia that is re-accredited 'A' by NAAC and is ranked as one of the best research institutions in India. Amrita is spread across six campuses in three states of India - Kerala, Tamil Nadu and Karnataka, with its headquarters at Ettimadai, Coimbatore, Tamil Nadu.

Amrita Vishwa Vidyapeetham continuously collaborates with top US universities including Ivy league universities and top European universities for regular student exchange programs, and has emerged as one of the fastest growing institutions of higher learning in India. The institution is managed by the Mata Amritanandamayi Math.

6 CAMPUS
15 SCHOOLS
200+ PROGRAMS
20,000+ STUDENTS

1,470+ FACULTY MEMBERS
12:1 STUDENT: FACULTY
150+ INTERNATIONAL PARTNERS
800+ PH.D. FACULTY
Amrita Vishwa Vidyapeetham is reaccredited with the highest grade of 'A' by the National Assessment and Accreditation Council.

The National Assessment and Accreditation Council (NAAC) reaccredited Amrita Vishwa Vidyapeetham by awarding A grade with a CGPA of 3.4 (out of 4.0) to Amrita University. A large team was deputed from the national accreditation body in Bangalore to visit all 15 schools on our FIVE campuses located in THREE different states, during the first week of September 2014 for Reaccreditation.
We, the Amrita Family, welcome you with OPEN ARMS and OPEN HEARTS to this great institution of Amma’s infinite compassion and love.

Swami Amritaswarupananda Puri
President, Amrita Vishwa VidyaPeetham

To become special or extraordinary is the dream of every ambitious student. But how does one become special? Is it only through academic excellence? Of course, that is part of it, but academic brilliance alone is not enough. The most important thing in building your life and future is your ability to focus on your inner self and to realize the inherent abilities there within.

When you graduate and enter the practical world of opportunities and challenges, you may find yourself among thousands of competent professionals. What will you have over them? It will be your ability to tap into your inner source and let flow the grace you find there into your work. The extent to which you will be able to do this will depend entirely on how open you are to the wonderful opportunities available at Amrita.

May you ever remain open to Amma’s grace.

Ever in AMMA,
It is both young and immensely dynamic, with a unique holistic approach to produce leaders in all of its disciplines. At Amrita Vishwa Vidyapeetham, we have assembled some of the most well-known academicians, entrepreneurs, executives, inventors, philanthropists, researchers, and scientists to guide us in this noble endeavour. We have launched International Centres of Excellence with strong partnerships with some of the highest ranked universities from all over the world in many of the foremost frontiers of management and technology.

A very hearty welcome to you to this sacred temple of learning and leadership, and we hope you can become part of this exciting venture.
Amrita Vishwa Vidyapeetham, Mysuru campus situated in the scenic city of Mysuru, provides a peaceful environment away from the din of the city, yet well connected by road and offers an ideal ambience for learning that fulfills the aspirations of the young and meets the exacting demands of employers.
“We are delighted at Amrita, Mysuru campus to be partnering with you as you participate in an exciting journey of knowledge acquisition”.

Dr. G. Ravindranath
Principal

I heartily welcome all students to the new academic year to AMRITA family! AMRITA’s constant endeavor towards meeting the expectations of students and stakeholders is what makes us committed to ensure success.

High-level of roominess and versatile contextualized curriculum at AMRITA provides the mechanism for the School to better meet the needs and interests of students and the community.

Amrita has earned a global reputation for being among the top echelon educational Institutions and highly ranked among top universities

In Times Higher Education (THE) impact rankings 2021, Amrita Vishwa Vidyapeetham has found its place in the top 100 Universities in the world, getting 81st spot GLOBALLY and 1st in INDIA in Sustainable Development Goals (SDG).

AMRITA ranks 4th best University in India as per National Institute Ranking Framework (nirf).

AMRITA is also awarded the status of Institution of Eminence (IoE) recommended by UGC, Ministry of Education, GoI.

Accredited by NAAC with ‘A’ Grade
The quality and variety of the programs like U G, P G, Integrated and research opportunities offered at AMRITA, Mysuru campus speaks to its reputation.

Apart from continued emphasis on academic excellence and research input, the Institute is focusing on enhancing its international footprints through its offerings.

Numerous outbound activities, workshops, conferences, seminars and the strong Institute-Industry interface facilitates updating the students with technological, scientific, social and contemporary developments.

The combined effort of dynamic and dedicated staff, disciplined and diligent students and highly dependable parents along with individual mentoring has resulted in outstanding institution achievements.

At the campus you have exceptional facility including wi-fi, Library, technology enabled classrooms, hi-tech labs, seminar halls and cafeteria. Also at this vibrant campus you will find unlimited opportunities to enjoy campus life by learning, exploring and engaging together in Student Activity Clubs and Technical & Cultural festivals.

The best practices along with the value addition initiative by Placement Cell (CIR) at Amrita have culminated into outstanding campus placement, and students who have graduated from AMRITA have made their mark in different areas.

In this challenging & unexpected vulnerable time, the goal of Amrita, Mysuru campus is to help students navigate the process and ensure a successful start to their Amrita experience.

We are delighted at Amrita, Mysuru campus to be partnering with you as you participate in an exciting journey of knowledge acquisition.

I am confident that your stay at AMRITA will be full of rewarding experiences. Thank you for being a special member of Amrita.
Nurtured and benedicted by Sadguru Shri Mata Amritanandamayi Devi’s celestial vision, Amrita, a world class University was established in 2003. The University is assessed and reaccredited by NAAC with ‘A’ grade and recognized as one of the leading teaching and research institutions. The School of Arts and Sciences Mysuru, a constituent school of Amrita University, located at Bogadi, is spread over five acres of land with more than 10,000 sq mts of built in area. The campus fringed by verdant greenery retains a quaint charm that never fails to enchant.

Departments in the School

Department of Computer Science
Department of Management & Commerce
Department of Visual Communication
Department of English and Languages
Department of Sciences
PROGRAMMES OFFERED

UG & INTEGRATED Programmes

- BCA (3 years)
- BCA Data Science (3 years)
- Integrated BCA - MCA (5 years)
- B.Com (Finance & IT) (3 years)
- B.Com (Taxation & Finance) (3 years)
- B.Com (Professional Accounting) (3 years)
- B.B.A (3 years)
- B.Sc Visual Media (3 years)
- Integrated B.Sc - M.Sc Visual Communication (5 years)
- B.Sc (Physics, Chemistry, Maths) (3 years)
- B.Sc (Physics, Maths, Computer Science) (3 years)

PG Programmes

- MCA (Regular & Lateral Entry) (2 years)
- M.Com (2 years)
- M.Sc Visual Communication
  Specialisation in DIGITAL FILM MAKING & MEDIA PRODUCTION (2 years)
- M.Sc Visual Communication
  Specialisation in ANIMATION & DESIGN (2 years)
- MA in Visual media & Communication
  Specialisation in ADVERTISING, DESIGNING & CONTENT AUTHORING (2 years)
The Department of Computer Science embarks on providing the students with updated curriculum and pedagogy in Computer Science disciplines to ensure that they have strong foundation in the concepts and equips them with effective and innovative learning environment.

PROGRAMMES OFFERED

- BCA
- Integrated BCA - MCA
- BCA Data Science
- MCA

The department maintains an impressive placement record and motivates students in academic activities. The well qualified & committed pool of faculty members includes Ph.D holders, M.Tech graduates, M.Sc. & MCA degree holders with a commendable academic & research experience.
BCA Three years (Six semesters)

BACHELOR OF COMPUTER APPLICATION

Eligibility: 50% marks in PU/+2

BCA is a 3 year undergraduate programme which provides a sound academic base for an advanced career in Computer Applications. It focuses on mathematical & theoretical foundations of computing. After successful completion of the program, student should be able to get placed in the field of IT as programmers, developers and designers.

- Add-on courses and short term certification courses
- Periodic seminars, workshops and guest lectures from industry experts
- Advanced training on C, C++, JAVA, J2EE, C#, Python and .NET Frame work
- Project internships
- Excellent placement opportunity - Counselling and Placement training to sharpen their employability skills
BCA Data Science  Three years (Six semesters)

BACHELOR OF COMPUTER APPLICATION

Eligibility: 60% marks in PU/+2

- More than 95% practical oriented and advanced curriculum with valuable inputs from leading IT experts
- Sophisticated computer labs well equipped with latest software technology
- Intensive and research oriented assignments and projects as integral part of the programme.
- Empowered with a curriculum aimed at producing industry ready data science professionals, with courses on Big Data Analytics, Machine learning, Artificial intelligence, Python programming, High performance computing etc
Choose BCA Data Science and Explore huge opportunities in various business sectors like Banking, Financial Services, Healthcare, Retail, Telecom, Manufacturing etc. at entry, mid or senior level depending upon your skill set.

BCA- Data Science is an advanced three year undergraduate programme which is designed to fulfill the requirements of the current IT industries. It mainly focuses on bridging the gap between industry and academia by incorporating the latest technology and research oriented training into the curriculum.

Students graduating this programme would have career opportunities as data scientists, data analysts, data architects, business analysts etc. With the industry facing a huge shortage of data science experts, lucrative placement opportunities would not be a hindrance for the deserving candidates.

Artificial Intelligence, Machine Learning and Data science are the pillars of fourth industrial revolution which demand students with skill sets in the above areas.
INTEGRATED BCA-MCA Five years (Ten semesters)

Eligibility: 60% marks in Graduation with Mathematics/Statistics as one of the subjects.

Well structured lectures with practical approach, industry oriented syllabi, along with an exposure to the latest industrial trends. Placement training, which is a part of regular curriculum includes Soft Skills, Aptitude training and Mock Interviews.

Integrated BCA-MCA is a Five year programme with application oriented syllabus, enabling students industry ready. The program provides sound practical skills that are required by leading IT companies.

Students enrolling in this programme pursue Bachelors as well as Masters degree without a break. Designed to provide students an overview of computing, an in-depth understanding of concepts, principles and skills in their application, and extension, integrated MCA is an ideal program for practical experience in applied computing.
MCA
Two years (Four semesters)
MASTERS IN COMPUTER APPLICATION

Eligibility: 60% marks in Graduation with Mathematics/Statistics as one of the subjects.

Master of Computer Applications (MCA) emphasizes on the design and application of information systems and provides a solid background in business functions and Information Technology and covers latest developments in areas where commerce and computing and in general, applications and technology blend together successfully and define the state of art.

The industry oriented syllabi enables students to achieve higher placements in IT MNCs. Extensive support and constant guidance from teachers encourage students to pursue internship in leading companies as part of the major project.

MCA students acquire strength in principles, concepts and foundations of computer science, information technology and various applications. They would also have extensive programming / software development experience over a wide variety of platforms / applications. The curriculum has explicitly identified lab components for every course that discusses the principles with an implementation component.

The course is well balanced with significant emphasis on planning, designing and building complex commercial application software and system software. The application areas include transaction processing (such as banking, stock exchange order processing), simulation, database management, e-commerce, networking, embedded technologies, bioinformatics etc.
Opportunity to get hands-on exposure to diverse Operating System platforms and Software Tools

- Students at Amrita Vishwa Vidyapeetham are facilitated with strong computing skills in an efficient, effective and innovative learning environment.

- Students at Amrita have the following advantages
  - Amrita provides 1:1 Student - System ratio
  - Wi-Fi facility in the academic block
  - Working in the computer labs beyond college timings.

- There are around 270 systems spread across 6 computer labs well maintained by Dept. of Information and Technology Services. All the lab systems are equipped with dual boot operating system with high end hardware which is inline with the academic syllabi and its up-to-date to match the industry standards.

- Wi-Fi internet access points across the campus.

- Seminar rooms and a big auditorium with high power PA and Projection Systems and stage lightings facilitating events and stage shows.
- Computer labs are also equipped with mounted projectors, audio-video systems and with 100Mbps broadband facility shared across the labs. All the computer lab systems are connected and managed centrally by Ethernet LAN, through uninterrupted power supply.

- Networked classrooms fitted with projectors, audio/video equipments.

- Wi-Fi internet access points across the campus.

- Seminar rooms and a big auditorium with high power PA and Projection Systems and stage lightings facilitating events and stage shows.
The Department of Commerce and Management offers undergraduate and postgraduate programs that are industry and academic oriented, incorporating all the attributes applicable for a career and life.

PROGRAMMES OFFERED

- B.Com (Finance & IT)
- B.Com (Taxation & Finance)
- B.Com (Professional Accounting)
- B.B.A
- M.Com (Finance & Systems)

The department provides an opportunity to bring together the industry and the students by way of industry needs, guest lecturers from experts of industry, seminars, workshops, national conferences and placement services.
The Department of Commerce conducts various co-curricular and extra-curricular activities in order to explore the avenue in commerce and business.

The idea behind business lab is to inculcate knowledge and need-based work skills so that the graduates of the college find themselves prepared for employment and self-employment avenues as and when required. In order to accomplish this task, we have incorporated practical aspects of the subject so the students may involve in experiential learning, which is vital in the present business world.
B.Com Finance & IT
BACHELOR OF COMMERCE Three years (Six semesters)

Eligibility: 50% marks in PU/+2 in any discipline or its equivalent or 3 year Polytechnic

The curriculum encompasses a broad knowledge base in advanced areas of Commerce, Finance, Accounts and IT while honing managerial and entrepreneurial skills.

With an aim to help students rule the world of business the programme prepares students through the study of Finance and Information Technology. It lays a strong foundation for the aspirants of professional courses such as CA, ICWA, CS etc. The curriculum encompasses a broad knowledge base in advanced areas of Commerce, Finance, Accounts and IT while honing managerial and entrepreneurial skills. The programme offers wide range of electives from Finance, Marketing, Human Resource Management along with Retailing, Audit Control, Advertising, Entrepreneurship and IT. It employs the concept of Commerce Lab for practical application of classroom learning and includes Tally Certification as part of the curriculum apart from grooming students in professional and life skills.

B Com graduates can aspire for career prospects in Banking sector as Cashier / Accountants, In BPOs as Customer Care Executives /Team Leaders, Stock Brokers, Assistant Managers for documentation, Insurance Advisors, Cost Accountants
B.Com Taxation & Finance

Bachelor of Commerce

Three years (Six semesters)

Eligibility: 50% marks in PU/+2 in any discipline or its equivalent or 3 year Polytechnic

B.Com Taxation and Finance provides a wide range of career prospects - tax officials, auditors, actuaries, accountants, business consultants, stock brokers, investment analysts, marketing managers, revenue agents, certified public accountants, cost estimators, and financial analysts.

- Coaching for professional courses like CA, CS, ICWATALLY ERP Certification as part of curriculum
- Invited talks, industrial visits, internships, projects & seminars
- Latest industry oriented updated curriculum
- Excellent placement record

To cater the requirement of students aspiring for taxation and to meet the current demand in fields like Finance and Banking sector, Business Consultancy, Working Capital Management, Policy and Budget Planning which provide ample job prospects to graduates, Amrita offers Bachelor in Commerce in the taxation stream. The programme through its study of taxation as specialization provides a strong base for student aspirants of professional courses - CA, CS, CWA and also prepares students for varied positions in the area of Tax Consultancy.
B.Com provides sound subject knowledge of core and specialization courses through effective pedagogy with focus on skill development strengthened by cultural values thereby serving as a firm foothold for advanced post graduate studies in taxation. A unique feature of B.Com (Taxation & Finance) is Commerce lab to support practical application of classroom learning. Effective Pedagogy with focus on Skill Development
B.Com Professional Accounting
BACHELOR OF COMMERCE Three years (Six semesters)

Eligibility: 60% marks in PU/+2

- Employable ready in investment banking, financial analysis, corporate advisory services, tax consultancy, auditing etc.
- Reduces the gap between regular graduation and professional courses such as CA, ACS, CMA, ICWAI and CPA

In the present scenario, accounting jobs expect professional competencies in Accounting, Finance, Taxation and Laws. This programme caters to the needs of the industry by providing potential professionals with said competencies, in comparison with regular accounting programmes. It ensures focused efforts in creating professional competencies relevant for present job market.
BBA Three years (Six semesters)

BACHELOR OF BUSINESS ADMINISTRATION

Eligibility: 50% marks in PU/+2

Students accomplish leadership roles in business and corporate world by adopting application oriented teaching methodology.

- Modules on Entrepreneurship, Business Law and Ethics, ERP, E-Commerce etc
- Internship in leading companies
- Enriching students with certificate courses, field visits, industrial tour, summer internship, screening documentaries, display of visuals.
- Serves as a foundation for MBA

BBA is an undergraduate programme offered to help students accomplish leadership roles in business and corporate world by adopting application oriented teaching methodology while encouraging students to explore new dimensions of knowledge. It enhances employability prospects through value added courses while enriching students with major and minor projects, certificate courses, field visits, industrial tour, internships and documentary screening. The programme incorporates Modules on Entrepreneurship, Business Law and Ethics, ERP, E-Commerce etc. in addition to offering Open Electives to augment special interests.

The students can look for job profiles such as Management Trainee, Business Development Executive, Marketing Executive, Member of Sales team, Customer Care Associates, Recruitment Executive, Field Sales Executive, Relationship Managers.
M.Com Two years (Four semesters)

MASTER OF COMMERCE

Eligibility: Graduation in any discipline with 50% marks

M.Com at Amrita aims at transforming commerce graduates into ACADEMIC EXPERTS and CORPORATE EXECUTIVES. A blend of core finance subjects with application softwares needed for professional courses and auditing work is offered.

- Wide range of electives
- Exposure to research in Commerce
- Hands on experience in Tally ERP, SPSS and other softwares
- Invited talks and guest lectures
- Participation in Conferences & Seminars
- Projects & Publication
- Qualified and dedicated faculty support
- Entrepreneurial skills

M.Com at Amrita is a comprehensive study of Finance, Accounting, Management and IT, resulting in an integration of commerce knowledge with quantitative techniques, operations research, information system and office automation. The research acumen of the students is honed through publication of articles and application based project work which introduces them to research tools such as SPSS and python. A wide range of electives such as Merchant Banking, Mergers and Acquisition, Derivatives, Personal Financial Planning, ERP and Information Systems enhances their choice of employment, whereas entrepreneurship and business research methods ignite sparks of self-owned enterprises. A team of well
experienced and dedicated faculty not just lay a foundation for a career in Finance, but also ensure value driven professionalism. This programme is oriented to pave a path for future researchers, teachers and professionals.

Corporate Taxation, Financial Markets, Softwares and Information Technology courses are designed to meet the needs of rising demand in the field of banking, mutual fund corporates, stock broking firms and academics.

A perfect blend of core areas of Finance and Commerce with requisite application of Banking, Accounting, Research and IT, designed to enrich one's knowledge and skills to match industry standards.
In a media driven society the need for creative professionals is high in demand. AMRITA, the one and only campus in Mysuru which offers a Graduate and Post-Graduate programmes in Visual Communication, provides a platform that can colour your dreams.

PROGRAMMES OFFERED

- **B.Sc Visual Media**
- **Integrated B.Sc-M.Sc Viscom**
- **M.A in Visual Media & Communication**
  Specialisation in **ADVERTISING, DESIGNING & CONTENT AUTHORING**
- **M.Sc Visual Communication**
  Specialisation in **DIGITAL FILM MAKING & MEDIA PRODUCTION**
- **M.Sc Visual Communication**
  Specialisation in **ANIMATION & DESIGN**
Kickstart your creative career in visual media. When you make your choice from our list of unique courses, you are already halfway to a great career. If you are creative, then you need to preserve that rare gift, and carve a career in what you love to do.

The department of Visual Communication, Amrita school of Arts and Science, Mysuru, is one that stands out for more reasons than one. The programmes offer a platform to transform theory into practical experiences in-order to gear the students to meet the needs of the media industry. Theory-cum-practical specialization subjects such as Event Management, Ad photography, Public relations and corporate communication, Advertising–aspects and aesthetics, Online journalism, Documentary Film making, media management, film studies are a part of the curriculum that offers much sought after career to many students.

The department aims to produce, not only responsible media persons, but also desires to sensitize citizens to social concerns thereby creating bigger mind-space for people of the global village.
B.Sc Visual Media
Three years (Six semesters)

Eligibility: 50% marks in PU/+2 in any discipline or its equivalent or 3 year Polytechnic

Uniquely incorporated combination of innovative media theories and practical works, designed to foster the critical understanding and creative use of the audio-visual media.

Be a MEDIA ICON of tomorrow

Visual Communication now plays a vital role in marketing, promotions and entertainment. To serve the growing need for professionals in the field of Visual Media, School offers a uniquely incorporated combination of innovative media theories and practical works, designed to foster the critical understanding and creative use of audio-visual media. This mainly involves the study of language, multimedia and animations techniques. The students also acquire gross knowledge on printing, broad casting, animation works and graphic designing techniques. On completing this course, the students can be placed as a web designer, advertising designer, graphic designer, instructor, and illustrator, event manager, or visualization artist; in any printing, publishing, design, or event management related fields.
CORE SUBJECTS INCLUDED

Journalism, Broadcast Journalism, Business Journalism, Web Journalism, Photo Journalism, Anchoring, Advertising, Communication and Media Theories, Public Relations, Research, New Media, News Casting, Photography, Video News Production, Videography, Film Studies, Designing, Content Writing, Short Film & Documentary Films etc.

JOB PROFILES SUITABLE FOR ARE

Photographer, Videographer, Short Film and Documentary Film maker, Direction, Reporter, Journalist, Audio Video Editor, Programme Producer, Content Writer and many more...
INTEGRATED B.Sc-M.Sc  Five years (Ten semesters)  Visual Communication

Eligibility: 50% marks in PU/+2 in any discipline or its equivalent or 3 year Polytechnic

The Integrated Five Year Masters Programme which at the UG level lends exposure to a wide range of subjects related to the field of media and communication is designed meticulously to offer two streams at the PG level.

SPECIALISATION IN:

- DIGITAL FILM MAKING & MEDIA PRODUCTION
- 3D ANIMATION & VFX

(Students can choose one among this)

A five year Integrated B.Sc-M.Sc in Visual Communication is offered with an objective to train and prepare highly skilled and professional manpower to man the media industry and also provide opportunity for self-employment.

The rapid growth in media and communication industry and high potential for employment requires trained and skilled manpower. There is enormous growth in print, electronic, web and online communication which needs skilled manpower in Video-Production, Audio-Production, Web-Publishing, 2D Animation, 3D Animation, Tele-serial production, Documentary Film making, Gaming, VFX, Advertising and Corporate Film making, Graphic Designing, Corporate Communication and Journalism.
M.Sc Visual Communication
Specialisation in Digital Film Making & Media Production
Two years (Four semesters)

Eligibility: Graduation in any discipline with 50% marks

A programme that describes making of digital film and media production to apply the techniques in the field of film and television industry.

Graduates who are looking for a career in the field of media and film industry, the course has specialisation in Digital Film making and Media Production

**CORE SUBJECTS INCLUDED**

Audio Video Production and Editing, Digital Film Making, History and Development of Cinema, Television News Production, Anchoring, Writing for Media, Media for Advertising, Film Studies, Documentary Film Making, Film Production & Management, Advanced Photography, Videography etc.

**JOB PROFILES SUITABLE FOR ARE**

Cinematographer, Photographer, Film Director, Ad / Documentary Film maker, Programme Producer, Audio - Video Editor, and many more...
The program offers specialization in Animation and Design. This course is designed to introduce students to the professional world of Graphic, UI/UX design and Animation training them to become professionals in the field.

**CORE SUBJECTS INCLUDED**

Graphic Designing, Web Designing, 2D/3D Animation, Motion Graphics & VFX, Photography, Videography, Audio - Video Productions, Responsive Web Designing, Advertising, Branding, Animation Film Production

**JOB PROFILES SUITABLE FOR ARE**

UI/UX Designer, Visualizer, Graphic/ Web Designer, 2D & 3D Animator, VFX Artist, Audio/Video Editor, Story Board Designer and many more....
M.A Visual Media & Communication
Specialisation in Advertising, Designing & Content Authoring
Two years (Four semesters)

Eligibility: Graduation in any discipline with 50% marks

CORE SUBJECTS INCLUDED

Graphic Designing, Packaging & Illustration, Integrated Marketing Communications, Internet Advertising, Corporate Communication, Public Relations, Art Direction, Responsive Web Designing, Mobile App Designing, E-learning Strategies, Media Studies, Visualization & Storyboarding, Photography, Videography, Audio-Video Productions, Print Journalism, Writing for Media, Broadcast & Online Journalism, News Casting & Anchoring, Short Film Making, Screenplay Writing, Media ethics, Digital Video Compositing, Film Studies, Film Direction, Corporate Video Production.

JOB PROFILES SUITABLE FOR ARE

UI/UX Designer, Visualizer, Graphic/Web Designer, Art Director, Ad Copy Writer, Online Promoter, E-learning Designer, Audio/Video Editor, VFX Artist, SEO Expert, Photographer, Videographer, Animator, Film Director, Sound Designer, Script Writer, Ad Film Maker, Reporter, Journalist, Programme producer and many more....
RESOURCES & FACILITIES

- Two fully equipped audio and video studios for post production, photography, news reading and anchoring
  (Spacious Acoustic Cabin, Sound Proof - Audio Recording Cabin, 40 - 50 students seating capacity, adjustable lights with dimmer control, High end Mac Pro (3.5 GHz, 6-core, 24 GB RAM, 6TB RAID), Multicam online editing, Broadcast Quality Video Switcher with live streaming facilities.)

- Exclusive visual media production and post production facilities

- Separate visual media labs with high end machines

- Facilities for film screening and appreciation sessions

- Classrooms fitted with latest audio / video equipment

- E-learning facilities and digital library

- Latest studio lighting and trolley system

- An excellent video library with more than 300 world film classics and learning DVD's

- A dedicated group of teachers, subject and industry experts

- IT hubs backed up with 24 hour fail safe power supply

The availability of a professional quality broadcast studio with high end MAC machine, powered monitor speakers, separate audio-video suite, high end audio-video interface, fully air conditioned acoustic cabins, professional cameras and mixers, audio booth and lighting console etc., provides students with hands-on experience. Easy accessibility to ICT enabled digital lab with high end configuration systems with a system-to-student ratio of 1:1 gives the much needed practical exposure.
DEPARTMENT OF SCIENCES

Department of Sciences have been offering under graduate programme relevant to the industry requirements in an exemplary manner since its inception.

PROGRAMMES OFFERED

- **B.Sc** with multiple combinations in PHYSICS, CHEMISTRY, MATHEMATICS
- **M.Sc Chemistry**
B.Sc With multiple combinations in
PHYSICS, CHEMISTRY, MATHEMATICS
PHYSICS, MATHEMATICS, COMPUTER SCIENCE
Three years (Six semesters)

Eligibility: 50% marks in PU/+2 in any discipline or its equivalent or 3 year polytechnic Diploma.

- Well designed course with advanced curriculum
- Credit based system in a semester scheme
- Dedicated and experienced faculty members
- Wide option for PG in Physics, Maths, Chemistry or MCA/M.Sc
- Overall personality development - Soft Skills/ Life Skills
- Excellent PLACEMENT opportunities provided by Corporate Industry Relation department.
M.Sc Chemistry
Two years (Four semesters)

Eligibility: 50% marks in graduation with Chemistry as main subject and Mathematics as a main / ancillary subject.

To create a group of post graduates in Chemistry equipped with skills to continue in both academic and commercial organizations. Employment in both academia and industry as researchers in R & D labs and universities, Chemical analysts, Food and Drug inspectors, Quality controllers, Production chemist, Material technologist and many more....

- Enable students to focus in specialized areas from an early stage
- Special attention to applied branches of Chemistry in addition to the core areas.
- Giving significant exposure to research methodology.
- Rigorous curriculum that train students to secure research fellowships and jobs in public and private sector industries in Chemistry and related interdisciplinary areas.
- Guest lectures and invited talks by experts from academia and industry.
- Exposure to highly specialised and advanced topics through electives.
- Customised training and placement assistance.
PLACEMENT @ AMRITA

The school provides excellent placement training, resulting in excellent placements. The campus has established an excellent placement record in different disciplines.

EXCELLENT
PLACEMENT
RECORD

97% 94% 92% 85%
2017 - 18 2016 - 17 2015 - 16 2014 - 15

DEPARTMENT OF CORPORATE & INDUSTRY RELATIONS

Campus recruitment at Amrita, Mysore campus is being taken care by the Center for Corporate & Industry Relations [CIR]. CIR is attached to the Directorate of Corporate & Industry Relations located at Amrita Vishwa Vidyapeetham, Ettimadai campus. The prime objectives of the CIR are to promote Corporate Relationships, Campus Placements, Internships, Employability Skill Development, Collaborative Research and Personal & Career Guidance.
Placement activities of the school are coordinated centrally through the Corporate and Industry Relations (CIR) at the university headquarters at Ettimadai, Coimbatore.

CONSTANT RECRUITMENT DRIVE

Over the past several years, CIR could establish dynamic relationships with giants in the corporate sector resulting in the placements of students in their dream companies. The vibrant corporate relationship with the leaders in the industry has also facilitated the promotion of Internships, Guest lectures and Collaborative Research.

CIR is in constant touch with the corporate world to gather the latest requirements, suitably modify and fine tune the training programmes to match such requirement. CIR also organises training programmes for the development of each and every student of Amrita Schools of Arts and Sciences in areas beyond academics, with a view to equipping them with the required
skills that are indispensable in the corporate scenario. To achieve this end, CIR has developed in-house training programmes in the field of Aptitude training (which includes speed maths, logical reasoning, verbal & analytical skills) and Soft Skills development programmes to inculcate interpersonal skills, esprit-de-corps, group discussion skills, communication skills and personal interview techniques. The entire training programme is being carried out during the academic sessions itself. Fulltime core faculty members are supported by visiting experts on a regular basis, from all domains of Life Skills like speed maths, logical reasoning, verbal & analytical skills.

OVER 300 HOURS OF COMPREHENSIVE TRAINING
BY PROFESSIONALS AND INDUSTRY EXPERTS

- Facilitates coaching for various competitive examinations like GRE, CAT, GATE etc
- Placement support extended to all UG programmes
AMRITA'S KEY RESULT AREAS

QUANTITATIVE APTITUDE  SOFT SKILLS

VERBAL & COMMUNICATION SKILLS

SKILL DEVELOPMENT

A broad based extensive training programme has been formulated by CIR to enable the students to acquire various skills that not only suit the corporate requirements but also result in the overall personality development of students.

CIR has formulated a very effective Skill Development Program and is tied up with the best training partners in the country to promote the employability skill development of the students. Students are trained in the areas of Quantitative Aptitude, Logical and Reasoning Ability, Verbal Skills, Soft Skills and Technical Aptitude to ensure employability. CIR organizes guest lectures and workshops on emerging industry relevant topics to ensure corporate readiness of the students. CIR also organizes several online aptitude tests, mock interviews and group discussions to ascertain the placement of every student. The skill development programs organized by the CIR have resulted in excellent placements and Amrita, Mysore campus has recorded close to 100 percent placement across the past five years.
RECRUITMENT DRIVE
BY MAJOR CORPORATES

Infosys
TATA
TATA CONSULTANCY SERVICES
WIPRO
accenture
Cognizant
HP
IBM
UST Global
HCL
Cerner
Tech Mahindra
TESCO
Zoho
The Muthoot Group
SAP
KPMG
UNISYS
KARVY
Capgemini
C
## RECRUITMENT DRIVE
### BY MAJOR CORPORATES

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<th>Company Name</th>
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<td>Galactic Medical Data Bank</td>
<td>Gnanodaya Public School</td>
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<td>GSSS</td>
<td>IBM</td>
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<td>Speridian</td>
<td>Sprint</td>
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<td>St. Joseph's Educational Institution</td>
<td>Standard Chartered Bank</td>
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<tr>
<td>Star Soft</td>
<td>Supreme School</td>
<td>Surabhi Software</td>
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<td>Syntel</td>
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<td>WIPRO</td>
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## RECRUITMENT DRIVE
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<td>Apex Press and Publishing</td>
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<td>The Hindu</td>
<td>Circuit 9</td>
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<td>Golden Photo Center</td>
<td>Solution Infiniti</td>
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<td>Sambrama TV</td>
<td>Your Quote Solutions Pt. Ltd.</td>
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<td>Oriental Ad Company</td>
<td>Central Studio</td>
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<td>United Media Services</td>
<td>Pepper Interactive</td>
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<td>Jelitta Publicity</td>
<td>Merako Media Pvt. Ltd.</td>
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<td>BUD India</td>
<td>BUD Business Edge</td>
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<td>Yashtel</td>
<td>C V Groups</td>
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<td>GSS Foundation</td>
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<td>Bamboo Events</td>
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Besides the massive placements of the students of Amrita, Mysore campus, CIR at Amrita, Mysore campus could facilitate the placements of over 1500 students from other colleges during the past five years through pool campus drives.
C O R P O R A T E  F E E D B A C K

Lakshmi Nair Location Campus Manager, Wipro says, "Students of Amrita, Mysore campus had more appreciation from the technical interview panels. Amrita students were overall good with their communication, have good attitude and excellent attentiveness."

Anil V Vice President-Global Operations, Kruxsoft Solutions Pvt. Ltd says, "We take this opportunity to thank you personally and the Amrita Family for providing us with Employable Resources and thus and making our job much easier. We would like to continue this engagement in future."

Padmini Settiikkere Lead - Talent Acquisition, Infosys LtdPvt. Ltd says, "BCA students of Amrita, Mysore campus have good articulation skills and were able to explain technical concepts very well. Amrita students were also found to have excellent attitude, attentiveness, diligence and receptiveness."

Benjin Samuel Lead - Campus Recruitment, TCS says, "Amrita students were found to be technically strong and have good application knowledge since they have project work. They have commendable articulation skills and they were also found to have excellent attitude."
Library which is an integral part of Academics is kept open even beyond college working hours for the benefit of its users. An independent library management system which is a part of Amrita University Management Systems helps in the issue of the books more easily. It is user friendly with a huge collection of volumes consisting of text books, reference books and general books along with CDs, National and International Journals, Magazines, Periodicals and leading Newspapers.

In the era of Information Technology, communication and network constitute the core of the information exchange. The information exchange is facilitated through books, journals and magazines.
IEEE Xplore Digital Library

Library provides access to the IEEE Xplore digital library which is a powerful resource for discovery and access to scientific and technical content published by the IEEE (Institute of Electrical and Electronics Engineers) and its publishing partners containing more than 3 million full-text documents from some of the world's most highly cited publications in electrical engineering, computer science and electronics.

Springer Link

Library provides access to Springer Link with a collection of 2,486 E-Journals & 3,633 E-Books, which is the world's most comprehensive online collection of scientific, technological and medical journals, books and reference works.

Amrita VIDYA

The Digital Library Amrita VIDYA - is a multimedia-rich 1.5 Tera Byte of organized information comprising audio and articles, video lectures, journals, news shows and documentaries running into thousands of hours of programmes from around the world. It is a collection of learning resources providing organized information and is used as reference to supplement classroom teaching. Students effectively incorporate this archived material into their learning schedules and this has contributed immensely to in-depth understanding of subjects taught and knowledge expansion.
VIDYANVESHA - A quest for knowledge is a series of expert lectures from Academia and industry. The objective of the series is to expose students to real-life scenarios and equip them with industry skills leading to easy employability. It takes students beyond the boundaries of the classrooms and acquaints them with newer voices.
AMRITAVIDYANVESHANE

In Quest for Knowledge

a series of expert lectures
RESEARCH - THE FORCE BEHIND ACADEMIC EXCELLENCE

One of the most important driving forces behind the earnest attempt to reach heights of academic brilliance at the institution has been the ongoing research activity. In their endeavour to enrich knowledge in contributing towards quality education, faculty members in all departments have been involved in consistent research work. 15 faculty members in the school hold doctoral degrees. With the increase in number of doctoral degree holders in the campus, the school has initiated doctoral program under the departments of Management & Commerce, Computer Science, Visual communications, Education & Languages in domains such as English Language Teaching, English Literature, Translation Studies, Human Resources, Finance, Marketing, Inclusive Education, Image Processing, Networking, Data Mining, Data Analytics and New Media. This has helped many faculty members pursue their doctoral degree and upgrade their credential. Contribution towards research has also been in the form of paper presentations at national and international conferences and through journal publications. The school has around 300+ publications with over 200 research papers indexed in SCOPUS database. Participation in workshops and seminars on emerging areas help them gain deeper and wider understanding of their research domain. The School strongly believes in the dictum that 'knowledge grows when shared' and encourages faculty members to do so. To enhance the research synergy faculty members and students interested in the same research domain form a Thrust Area Group (TAG) which focuses on both intellectual and infrastructural improvement. Membership to professional bodies such as Computer Society of India (CSI), Institute of Electrical and Electronics Engineers (IEEE), and Confederation of Indian Industries (CII) facilitate the conduct of expert lectures, technical talks, seminars, conferences and help promote industry interface. By encouraging students to participate in co-curricular activities, the dedicated staff members focus on all-round development of every individual student.
OUR PEDAGOGY

Academic schedule at Amrita, necessitates dedicated hours of study, library work, IT interface and home assignment. Faculty members transform the rigour of academics into rich learning experience through innovative pedagogy. While the varied teaching methods employed lead to interactive learning, the continuous evaluation process comprising tests, quizzes and assignments leads to regular study habits. Besides, the curriculum is a harmonious blend of the required technical know-how and the much needed soft skills with a strong foundation of values through the study of ‘Cultural Education’ course interspersed with Yoga which promotes holistic development of a student. To embolden innovation and creativity, to transform conceptual knowledge into experiential learning and to gain hands-on experience through internship and research projects the University has incorporated project work as a curricular requirement of all programmes offered by the School.

Teaching learning at Amrita is ‘solely student centric’ modeled on the concept of participatory learning approach resulting in interactive sessions. Proper planning and diligent designing of the course delivery help the faculty device activities like case studies, role plays, seminars and presentations, simulation exercises, cue-cards, group discussions, mind mapping, current news assimilation, hands on sessions, etc., as is suited to the course content.

Continuous evaluation process, systematic conduct of examination & the timely publication of result ensure excellence in the system. With a promise to enhance the quality of deliverance at both Undergraduate and Postgraduate levels and with its impetus on research, the school extends its commitment to more areas in humanities and social sciences as well as continues to build its strengths in applied sciences.
CAMPUS LIFE
Student Clubs and Technical and Cultural Festivals on campus enrich the social, cultural and educational experience of students.
MUSYNC - THE MUSIC CLUB

The MUSIC CLUB has been set up to encourage talent in music-instrumental as well as vocal. This is a student-run club which was formed in 2011. Members participate in all the cultural activities of the college and also in the inter-college and intra-university functions. All interested and talented students are encouraged to join as members.

DRAMA & THEATRE CLUB

The DRAMA CLUB encourages dramatic presentations by students in the form of skits, mime, plays etc. Eminent theatre personalities are invited to give lectures on the new trends in theatre. Theatre workshops are conducted in order to explore the possibilities for inter-disciplinary linkages between different forms of performing arts.

DANCER'S DYNASTY - THE DANCE CLUB

This DANCE CLUB is to boost up the morale of students and to highlight the talent of dance and creativity. It provides opportunities to dance lovers to prove their talent and it is a good platform for them to have their artistic exploration.

LITERARY CLUB

LITERARY CLUB aims to develop analytical and creative thinking skills. It offers opportunities to appreciate different types of literature and increase their own literary skills. The Literary Club aims at not only refining the literary skills of the students but also developing in them logic and curiosity to know more and to instill in them a confidence to speak well. It is a club made for people who love literature, and want to share their experiences, readings and thoughts with others who have the same interest and talent.
SPORTS CLUB

Our SPORTS CLUB has come up with the purpose of playing diverse sports. Many outdoor games like volleyball, cricket, football, badminton, tug of war, etc keep the students fit and has become basic for regular physical activity. Not only this, our club also offer many indoor games like chess, carom, TT etc.

AYUDH - YOUTH IN ACTION

AYUDH is an internationally recognized youth empowerment organization that brings together charitable and recreational activities in order to put positive values into practice. Founded in 1985 by AMMA, AYUDH focuses on creating a network of like-minded young-people and providing a platform to develop life-long friendships through community engagement activities. AYUDH is currently involved in areas such as social service, green initiatives, personal empowerment, and inter-cultural exchange.

AYUDH is a platform for the youth to render their selfless service in various ways while they empower themselves expressing their creative and innovative potential and gain inner strength and balance to become promising citizens.
CAMPUS SUPERSTAR
An Event by MUSYNC - The Music Club

Campus Superstar is an event conducted by the music club (Musync) at the campus which aims at providing a platform for the musicians of the college to come forth and showcase their skills, and more importantly, gain campus-wide recognition.

Renowned judges from the music field are invited to judge the event. The special performances of these renowned artists add charm to the event and motivated the budding talents. The winners in vocal as well as instrumental category are rewarded with prizes and mementos.
Danceholic is an intra-campus dance competition held in the campus with a view to provide a platform for dancing talents and to improve their talents through constant encouragement and also to help them shed their inhibitions. Winners were given away the prizes and mementos.
ENCOURAGING SPORTS
A State level multifest in the campus which was conceived so as to enable students to put into practice all the skills that they have learnt in their academic programs as well as showcase their innate artistic and technical abilities to the fullest.

Years spent in the college campus are evergreen and the most cherished ones in everyone’s life. While college students undergo a rigorous regime filled with academic pursuits, a host of co-curricular activities, and a handful of extra-curricular activities. A festival like Sathgamaya proved to be just the perfect get-away from their tough routines allowing them to de-stress and yet learn a lot from the fun.
It included interactive talk sessions with industry experts, workshops ranging from make-up to virtual reality, activities from food & craft stalls to spot competitions, rhythmic entertainment in the evening, art installations & exhibitions, carnival and much more.
Cinerama is a National-level Short Film Festival, organised by Department of Visual Communication at Amrita Vishwa Vidyapeetham, Mysuru Campus.
Celebration of Unity
Cultural Synergy

Celebration of Unity
Cultural Synergy
“PixelKraft” is a portfolio exhibition of Graphic and Portfolio works of the final year students at both undergraduate and postgraduate levels Amrita Vishwa Vidyapeetham, Mysuru Campus.
Alumni Meet is held in the Mysuru Campus premises every year with immense pleasure and happiness. The programme usually includes cake cutting followed by cultural performances by the current students and alumni's. Alumni's share their experiences about the institution and the challenges faced in the outside world after stepping out.
**ALUMNI SPEAKS**

**Sajan Jain**, MCA passed out. "Being a student of Amrita for 5 years and then going to industry had no difference as any Amritian could fit in with ease because the syllabus here is so advanced. The rigorous placement trainings helped me to pass through the interviews and written tests."

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**Shraddha Bollamma**, MCA passed out. "After Six years of my BCA-MCA life in Amrita I stepped out of the college as a proud Amritian with lot of memories to cherish and a job in hand and lot of lessons. Anchoring at various events and designing and organising during the college fest has not only boosted my confidence but it has helped me develop my personality. Being in the IT industry I am able to perform better because of the curriculum that is set in Amrita and I would like to thank all the lecturers for the constant support."

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**Apoorva Prabhu**, MCA passed out who currently works as a Senior Software professional at **IBM** says “Several aptitude tests and mock interviews organized by CIR has motivated us and installed confidence in us to secure placements in leading companies”

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**Sajith Warrier**, MCA passed out, Research Scholar and lecturer at Amrita Vishwa Vidyapeetham, Coimbatore says "The Support rendered by the school and CIR has resulted in the development of positive attitude which has enabled me to realize my potential to set higher goals in life.”

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**Sheryl Chongappa**, MCA passed out, Application developer Cognizant says. "The placement training provide by the school and CIR has helped us immensely in clearing the written test and to face the recruitment panel with ease and confidence. seminars workshops offered by senior students, alumni and senior professionals from IT industry could empower us to project our candidature.

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**Nagaraj Poti** says, “I am delighted to have been placed in Zoho Corporation during my tenure here as a student at Amrita School of Arts and Sciences, Mysore. I am highly indebted to my teachers at the Department of Computer Science and the CIR department for leaving no stone unturned in making this a reality. The exemplary guidance I received here has provided me with a solid platform from which to launch my career.”
**ALUMNI SPEAKS**

Javad Shareef M.A who now works as a Senior Developer Engineer at AppViewX says, "During my studies at Amrita, I strongly realized my own limitations and strengths. This made me immensely happy to say that ASAS Mysore is the Institution where I started my professional education which turned me to face and solve the real-time issues with a great confidence."

Roshan Mesta who works as a Specialist, Nokia Networks, Bengaluru says, "I would like to thank each & everyone including lecturers at Amrita for sharing vast experienced knowledge, friends & batch mates for support in each phase where ever required."

Pramod Ranganath who works as a Project Engineer, Wipro Technologies, says, "It feels great to be an alumni of amrita institution. The name and reputation that it has is not just limited to South India but throughout the country. The combination of good education plus cultural activities that are held in the campus makes it unique. The syllabus is set according to the industry standards. This really helps the students when they get into the corporate world. I hope amrita institution shines even better in the coming days."

Ashwini T S who works as a computer teacher, Shree Vidya Academy, Mysuru says, "As an Amritian, I am very proud to say that our college is one of the best that provides quality education. The college gave us all the facilities to improve our knowledge, with advanced syllabus, dedicated faculty, library, and lab facility. The faculty is very friendly and approachable and also willing to help us any time. The campus infrastructure is very beautiful."
Admission Co-ordinator
Amrita Vishwa Vidyapeetham, Mysuru Campus
#114, 7th Cross, Bogadi II Stage, Mysuru,
Karnataka, India - 570026
Ph : 0821 - 2343479 / 2973999
8792911234, 8951311234
email : admissions.amritamysore@gmail.com

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